



CALPEEK

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Dick Rosengarten, Publisher

(213) 659-0205

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ELECTION SPECIAL

Editor's note: In this special issue CALPEEK will review the races for most of the major STATEWIDE offices; 11 hot CA Assembly battles; 2 U.S. House primaries; 4 major ballot measures; and 5 local races...

GOVERNOR: FEINSTEIN MAY BE LEADING, BUT...

Although the polling data from May 24-30 indicates that former S.F. Mayor Dianne Feinstein is the favorite to edge AG John Van de Kamp in the June 5th Demo primary, there is a certain amount of nervousness in DiFi's campaign as CALPEEK went to press. The various polls shows DiFi with leads from 2 to 17 points. But there is major concern about the impact of a LOW VOTER TURNOUT on election day. It's a concern not only for DiFi, but for VdK too. CALPEEK sources indicate that neither DiFi nor VdK have major GOTV efforts on June 5...

...In the TV ad battle, VdK's cash-short campaign has turned from positive to negative, with a HIT on DiFi featuring Ralph Nader. This shift will undoubtedly cause DiFi's team to respond. Insiders also see the shift as a sign the VdK effort is in trouble. Bottomline: DiFi's pockets are deeper than VdK's. Edge to DiFi...

LT. GOVERNOR: GOP VOTERS STILL NOT SURE.

Back in October, the L.A. Times poll showed GOP State Senators Marian Bergeson and John Seymour with 4% and 6% respectively, and a huge 90% undecided. The most current L.A. Times poll shows Seymour with 17%, Bergeson at 13% and 70% undecided. Seymour has a lead in fundraising and his TV spots have been seen more regularly than Bergeson's. Still this is a race conservatives want to win badly because Bergeson is PRO-LIFE, in contrast to Seymour who switched his long held PRO-LIFE stance to become PRO-CHOICE. Some think Seymour has a slight edge, while

others think it is just too close in this race to be U.S. Sen. Pete Wilson's GOP running mate. FYI: If Bergeson is to pull this one out, watch the vote in conservative Orange County. That could be a key area on election night...

AG: DEMO PRIMARY IS NOW RATED AS TOSS UP.

The Demo primary between S.F. DA Arlo Smith and L.A. DA Ira Reiner is now rated EVEN, according to most political observers. The latest poll by the L.A. Times shows Smith with a 21% to 20% lead, with 59% undecided. Until last week, a slight majority of insiders gave the edge to Reiner, based on name ID and his L.A. base. But there have been signs of trouble. When the L.A. Times and L.A. Daily News bashed Reiner's handling of the McMartin retrial, insiders saw that as an indication the primary was no longer a sure bet for Reiner. FYI: the L.A. Daily News has endorsed Smith, which is good news for him because he needs help in cutting Reiner's popularity in L.A...

SECRETARY OF STATE: FLORES HAS THE MONEY, BUT CAN SHE DEFEAT DEPUTY DA GORDON LEVY?

Why the L.A. Times failed to poll in this GOP primary is still a mystery, because if L.A. Councilwoman Joan Flores should come out on top, then the November general election against Demo incumbent March Fong Eu could turn into a major battle. Insiders rate Flores a slight favorite over L.A. Dep. DA Gordon Levy based on the size of her campaign war chest and where her money is being spent. But don't forget that Levy does have the title of Deputy Dist. Atty...

TREASURER: INSIDERS THINK HAYES HAS EDGE.

Political insiders think that appointed GOP State Treas. Tom Hayes is a favorite to defeat former U.S. Treas. Bay Buchanan in the GOP primary. The latest L.A. Times poll

{Continued Next Page}

has Hayes ahead, 25% to 14%, with 61% undecided. The earlier May poll showed the primary deadlocked, 18% each. But Buchanan is on slates and is on TV bashing Hayes. Going into the last few days, CALPEEK has yet to see any TV spots for Hayes. Still, when it comes to voting, Republicans may opt for Hayes, with his title of CA State Treasurer. Slight edge to Hayes, but Bay Buchanan will do better than many think. And if she creams Hayes in Orange County, watch out. Demo Kathleen Brown will mash Compton City Treasurer Wes Sanders, setting up an interesting confrontation in November with either Republican...

...Bottomline: If Collis' TV campaign does not catch fire, then this primary will be between Press and Garamendi. And for each vote won by Collis, Zelman and Bourhis, that's one less for Press, because these candidates all tend to draw from the same voter pool. Slight edge to Garamendi...

BALLOT MEASURE UPDATE: INSIDERS UNSURE HOW VOTERS WILL REACT TO THE VARIOUS PROPOSALS.

Editor's note: Once again the national spotlight is on Calif. as voters prepare to cast ballots on a number of key measures. Here is a brief CALPEEK update:

- 108/111 - This is the MOST IMPORTANT public policy issue to face voters in 1990. While CALPEEK sources are hopeful of a win, there is that uncertain feeling that surrounds 108/111 because of all the talk of a possible TAX HIKE at the U.S. and State level to balance the budgets. At the same time, most voters want to take some action to fix the growth & gridlock problems that face State and local government. There is newly formed opposition in conservative Orange Co. and combined with a low voter turnout, this could place both 108 and 111 in harms way. Thus the gas tax hike/Gann spending reform is a toss up...

- 118/119 - Reapportionment puts voters to sleep. Add CONFUSION to the mix and you've got even bigger problems. That's what now faces the Republicans as voters try to sort out the differences between these two very complex measures. Newspaper editorial endorsements are all over the place — some YES, some NO, some split. Of the two, 118 has the better sounding ballot title (ethics reform w/reapportionment), while 119 has the better sounding solution - an independent commission. Leaning toward a NO vote on both 118/119...

CAMPAIGN 1990: TWO U.S. HOUSE PRIMARIES.

Editor's note: Here's a brief update on two important congressional primary races. The contests are important because the Demo incumbents have both been targeted...

- 36th C.D. - U.S. Rep. George Brown Jr. (D-Riverside) could be faced with a very difficult reelection bid in 1990. Instead of another John Paul Stark, the Republicans have recruited 2 well qualified candidates in the primary: former Air Force Lt. Gen.

THE POLITICS OF INSURANCE: COLLIS, PRESS & GARAMENDI BATTLE FOR DEMOCRATIC NOMINATION.
The Demo primary battle to become Calif.'s first elected Insurance Commissioner is coming down to a 2-3 person race between State Sen. John Garamendi, TV commentator Bill Press and Bd. of Equal. member Conway Collis. Some observers call this primary "The Battle of the Loans," because these three have all taken out last minute loans to bolster their TV buys...

...The polling data shows this to be a very tight race between Garamendi and Press, with Collis out of the running. But Collis can't be ignored because he has pumped all of his considerable war chest into a heavy TV buy. How serious is Collis' TV effort? Serious enough that Press has hit both Collis and Garamendi in one of his TV ads...

...As for the campaign of Walter Zelman, his effort is cash poor and without his ballot title of "Executive Director, CA Common Cause," his prospects have dimmed, yet he continues to win major newspaper editorial endorsements. S.F. attorney Ray Bourhis may be one of the more knowledgeable guys on suing insurance companies, but his campaign never really got off the ground...

...This brings us back to Garamendi. About 3-4 weeks ago, most insiders felt he was the guy to beat. Some continue to hold this view, but others aren't so sure any longer. It's his STEALTH candidacy which is causing concern. As for Press, he's hanging tough, counting on a solid TV buy to pull votes. Collis, on the other hand, has been the biggest disappointment so far. With backing from Prop. 103 author Harvey Rosenfield, one would have thought Collis would be doing better...

Al Casey, who commanded the missile program at Norton AFB in San Berdu; and San Bernardino Co. Sup. Bob Hammock...

...At first it was thought Hammock, with backing from U.S. Rep. Jerry Lewis(R-Redlands), would be a slam dunk to win the GOP primary. But along came the Riverside Enterprise and San Bernardino Sun Telegram with stories about Hammock and possible conflicts of interest and ethics problems. Hammock says he has done nothing wrong and says the stories are full of innuendo...

...Bottomline: the stories don't help Hammock, but does Casey have the money to exploit this Hammock problem???

- 44th C.D. - This is the San Diego area district of incumbent U.S. Rep. Jim Bates (D). Insiders think Bates will survive a hard hitting primary from attorney Byron Georgiou. It's the general that has Demos worried because of the Bates sexual harassment stuff that became public during a House Ethics Committee investigation...

...Five Republicans are in the primary, but insiders think only 2 are viable: former Navy Top Gun fighter pilot Randy "Duke" Cunningham and Joe Ghougassian, a former U.S. ambassador to Qatar. With U.S. Rep. Duncan Hunter(R-San Diego) backing Cunningham, you might think he's the favorite. But according to Ghougassian's campaign, Cunningham was NOT registered prior to Oct. 11, 1988. That's a major sin, because it means Cunningham never voted for Ronald Reagan. How serious a charge? Ask Mike Curb...

CAMPAIGN 1990: THE KEY ASSEMBLY CONTESTS.

Editor's note: Here's a brief update on some of the key State Assembly primaries:

- 13th A.D.(Harris-open) - This primary features a Demo contest between Oakland Councilwoman Aletta Cannon and activist Barabara Lee. Cannon has name ID, but Lee has all the key endorsements. Lee should win because of a better run campaign...

- 37th A.D.(Wright) - GOP Assemblywoman Cathie Wright is under siege from GOP legislative AA Hunt Braly in this Ventura-L.A. Co. district. Ethics is the key charge being made against Wright by Braly. The Ventura Star Free Press, which normally does

NOT endorse in partisan primaries, has endorsed Braly, as has the L.A. Daily News. Some think Braly has an outside shot at an upset, but incumbency is powerful...

- 38th A.D.(La Follette-open) - Some are calling this Republican primary "The Battle of the Walking Wounded." GOP businesswoman Paula Boland got nailed (on audio tape) as favoring the big Porter Ranch development, which many valley residents oppose. As for attorney Bob Scott, he's battling a paternity suit (Foothill Leader, May 16). These problems for Boland and Scott explain why La Follette's AA Rob Wilcox may now have a shot. He also has the L.A. Daily News' endorsement. Rate this race a toss up...

- 48th A.D.(Waters-open) - Sources tell CALPEEK that some voters in this L.A. Demo district resent the attempt by Assemblywoman Maxine Waters to hand pick her successor(Marguerite Archie-Hudson). CALPEEK sources agree the frontrunner is L.A. Councilman Bob Farrell, but he has run into a controversy over his legal residency. Is this enough to stop Farrell???

- 52nd A.D.(Hill-open) - Will new State Sen. Frank Hill's endorsement of PRO-CHOICE Diamond Bar Councilman and Hill friend Paul Horcher make a difference in this tight primary to replace Hill? One private poll shows school board member Kenneth Manning with 14.06%; Horcher with 13.39%; former GOP Assemblyman Wayne Grisham with 9.82%; legislative AA Tony Russo with 8.04%; and environmental engineer Wil Baca with 6.03%. The undecided vote is the key --- 36.61%. Rate his GOP primary a toss up...

- 58th A.D.(Brown-open) - This GOP primary to replace conservative Dennis Brown may come down to a 2 person race between PRO-CHOICE Dr. Sy Alban and PRO-LIFE Huntington Beach Mayor Tom Mays. Alban is giving the post office more business than they can handle. A tracking poll of some 400 Republican voters shows Alban at 25%; Mays at 21%; Long Beach Councilmembers Jan Hall at 11% and Jeff Kellogg at 8%; and Orange Co. businessman Peter von Elten at 4%. CALPEEK sources think Alban will have spent \$350,000 by June 4. Leaning toward Alban...

- 59th A.D.(Calderon-open) - This eastern L.A. County A.D. race basically comes down to a popularity contest between new

State Sen. Charles Calderon(D) and U.S. Rep. Matthew Martinez(D). Calderon is backing his top AA Marta Maestas, while the congressman is backing his daughter Diane. The race is tough to call, especially because of the unknown factor, Dep. AG Xavier Becerra, who sources say is running an excellent grass roots campaign. Most CALPEEK sources rate this primary a toss up...

- 70th A.D.(Ferguson) - Some early polling data indicated incumbent conservative Gil Ferguson(R) was vulnerable, but challenger Phyllis Badham has NOT raised the kind of warchest necessary to defeat Ferguson. So despite all of Badham's brave words and many endorsements, Ferguson should win...

- 72nd A.D.(Pringle) - As GOP incumbent freshman Curt Pringle waits, Demos Jerry Yudelson and Tom Umberg are still slugging it out, with Umberg having the edge in endorsements and money, while Yudelson has better name I.D., left over from his 1988 run against U.S. Rep. Bob Dornan. The contest is still bitter and some think it will be difficult to unify Orange County Demos after this primary. Another toss up...

- 78th A.D.(Killea-open) - This special election between Republican Jeff Marston and Demo Mike Gotch is now rated a toss up. Marston may have had a slight lead, but the 78th is now being covered with a blanket of Gotch mail...

- 79th A.D.(Chacon) - Incumbent PRO-LIFE Demo Peter Chacon is under heavy attack from PRO-CHOICE former San Diego Councilwoman Celia Ballesteros. Some sources feel that Chacon is vulnerable and that the ex councilwoman will pull an upset...

CAMPAIGN 1990: LOCAL RACES IN SPOTLIGHT.
Editor's note: Here is a brief update on some key city and county elections around the State...

- SAN JOSE - In CALPEEK's May 14 issue it looked as though Councilwoman Susan Hammer would be a slam dunk to win a runoff spot in the election to replace outgoing Mayor Tom McEnergy. But a new poll in the San Jose Mercury shows the contest to be very close, with former East Side Schools Supt. Frank Fiscalini just behind Hammer, 19% to 14%, with Councilwoman Shirley Lewis in third with 9%. The Fiscalini campaign

notes that Hammer had been on TV for three weeks prior to the poll and also had hit with some mail. The Fiscalini spin is that Hammer's ad campaign should have moved her up substantially in the ratings, but it didn't, meaning she's not a slam dunk. What's even more interesting is the San Jose Mercury has ENDORSED Lewis for mayor. This has given the Lewis campaign a BIG lift. Given this new set of circumstances, it would seem as if any of these three could come out on top, especially with 55% undecided...

- OAKLAND - There is a growing belief that perhaps Mayor Lionel Wilson may not have enough support to win a spot in a November runoff with frontrunner Elihu Harris, the Demo legislator from Oakland, who wants to replace Wilson as mayor. If that perception turns into reality, then it will be Harris vs. Councilman Wilson Riles Jr., and that match would be one of the most heated elections in city history...

- LONG BEACH - Nothing new to report in this mayor's election in L.A. Co.'s second largest city. Incumbent Mayor Ernie Kell is still predicted to win this runoff with Councilman Tom Clark...

- MALIBU CITYHOOD ELECTION - The Malibu Committee for Incorporation(MCI)/YES on Prop. Y now has some formal, organized opposition in the form of Concerned Citizens for Protecting Malibu's Future. Most insiders say the opposition campaign is too late to make a difference. No telling who among 30 candidates will be elected to the city council...

- L.A. CO. SUPERVISOR - 1st Dist. - An interesting political test is taking place in this contest to replace L.A. Co. Sup. Pete Schabarum. Candidate Jim Lloyd, who doesn't have a huge warchest, is using a mix of campaign techniques to get his message out - including a very heavy CABLE TV buy, using 6 different systems in the area. Lloyd also has some mail, signs and a radio buy as well. Lloyd's two major rivals, Judge Greg O'Brien and Schabarum's former deputy Sarah Flores, are primarily relying with the more traditional DIRECT MAIL approach, although Flores does have a radio buy too. Any two of these three are considered to have the best chance at making the November runoff...